SUCCESS STORY | brf

OPENTEXT™



BRF Feeds B2B Collaboration

One of the world's largest food producers partners with OpenText™ B2B Managed Services for reliable EDI and real-time coordination across global teams

Recognized internationally as an innovative company, BRF strives for efficient, sustainable operations. To support its supply chain network across multiple countries and languages, the corporation turned to OpenText B2B Managed Services.

Diverse, Complex Exchange

Listed among Forbes' top 100 innovative companies in 2012 and 2013, BRF employs more than 100,000 and produces foods that reach five continents. As one of the largest food companies in the world, the Brazilian company coordinates with trading partners in close to 150 countries via multiple languages. For operations in Europe alone, BRF maintains 10 offices communicating in five languages, a sizeable serving for any business.

Documentation, connectivity, and regulations for trade vary. When the BRF technology team instigated an electronic data interchange (EDI) project in Europe, it recognized the need for another change. "In the middle of the process, we realized that we would need someone who fits our business growth requirements," says Daniel Keller, Regional IT Manager, BRF. Among the missing ingredients: Communication with clients lacked sophistication and tools for onboarding new partners proved unfriendly. "We started looking for someone who really could help us considering all the complexity and the challenge we have in this area," Keller notes.

Reliable Service from OpenText

Keller and his team narrowed options to two contenders, of which B2B Managed Services quickly stood out, with its multi-language team and deep expertise. OpenText also offers experience with more than 200 business-to-business standards from various geographies and industries. BRF could add customers, distributors, and suppliers over time, as B2B Managed Services handles mapping, testing, and onboarding activities.

"Service with our previous partner was good, but the level of service with OpenText is completely different," Keller explains. "I'm surprised and happy with OpenText project methodology. It is clear how OpenText is managing projects and feedback," even across technical teams in Brazil and Europe working in multiple time zones. Furthermore, B2B

INDUSTRY

Food processing

CUSTOMER

BRF

BUSINESS CHALLENGES

- *Lack of technology and expertise for efficient onboarding, collaboration*
- *Multiple countries and languages challenged coordination between teams and trading partners*

BUSINESS SOLUTION

- *OpenText™ B2B Managed Services*

BUSINESS RESULTS

- *Reliable tools and expertise enhances real-time information exchange and collaboration*
- *Multi-language support links BRF teams and trading partners across the globe*
- *Streamlined integration increases service levels, empowers BRF professionals and partners*

Managed Services shifted to meet challenges and needs as the project progressed. “We changed some of the ideas in the middle of the process and OpenText was quite flexible to capture our necessities and adjust timelines.”

Professional, Persuasive Approach

In the first year partnering with OpenText, BRF gained EDI connections with 35 trading partners, a solid start for plans to expand to 130. OpenText is professional and persuasive in its support of onboarding clients, according to Ernesto Polimeni, a logistics and customer service project analyst at BRF. “We had our own way to approach the customer but using the know-how from OpenText, I would say that’s a great value to our EDI tool,” he says. The OpenText approach, he notes, gains traction as it demonstrates benefits of participation to customers through a cohesive team and organized method.

With OpenText, BRF offers more options for its B2B and retail trading partners. “We are much more flexible,” Polimeni says. “Before, we had just two standards of connection. Now, we have several types of connection due to the OpenText infrastructure. That’s a really big step and it’s really fast.”

Efficient onboarding is influenced by a large portfolio of customers served by OpenText EDI transactions. Several customers named by BRF existed in the OpenText database. “Loads of trading partners already had business with OpenText; it makes it easier and faster to integrate processes,” Polimeni says.

Existing and Efficient Mapping

For others, B2B Managed Services handles technical integration, developing maps, file transfer scripts and supporting documentation. With more than 45,000 maps in production, OpenText professionals are experienced mapping to hundreds of e-commerce standards and enterprise application formats, meeting the specific needs of businesses. “Most of our trading partners have particulars that were well-managed by the flexibility of mapping by the OpenText team,” Polimeni reports. Some regulations are country or industry-specific, other requirements are preferences of individual organizations. “Several mappings were made out of the standards, so it is great the way that we could manage this in the project’s time scope.”

Tools for Collaboration

Once developed and tested, B2B Managed Services deploys maps to its cloud-based translation service, offering a range of service level agreements (SLAs) and performance points. Professionals then track and control EDI and XML transactions via the OpenText Active Documents web interface. Technical and non-technical users can check the status of an order, set alerts, or run historical reports using the transaction dashboard. BRF plans to expand its use of reports available through Active Documents to inform business decisions across the enterprise.

Another OpenText tool, TeamBook, serves as secure and central document repository for collaboration. TeamBook tracks fulfillment of change requests or trading partner connections against contracted SLAs. Polimeni says the application speeds support with filters for finding information. “I can easily track down a file and the EDI document that was transmitted. Sometimes, I don’t even have to go into my ERP in order to solve a problem, it can easily identify what is being delivered by the customer and what is being translated.”



Global B2B Integration

Working with B2B Managed Services, BRF streamlined information exchange and logistical processes with trading partners in Europe. Furthermore, multi-language support and scalability will ensure collaboration can be extended across the enterprise. “With OpenText, we not only have someone really good and strong on the main core of the business but someone able to bring us the same level of service for different regions,” says Keller.

B2B Managed Services supports the geographically dispersed and complex operations at BRF with worldwide operations and expertise. As a result, BRF professionals spend less time manually controlling the supply chain network. Cloud-based applications also relieve BRF technology personnel from managing hardware and software or navigating complex processes to onboard new partners. “I think the final result is amazing,” Keller says, noting steady additions to the EDI network. “The most amazing part is that the business doesn’t really need IT to bring new clients on anymore, which gives them more flexibility and autonomy to bring new partners to the system.”

Integrated tools and service from OpenText provide secure, real-time processes for BRF and its partners, including end-to-end visibility of EDI flows through Active Documents and collaboration through TeamBook. “It’s been really great,” Polimeni reports. “Before, we had a time gap due to the difference between time zones, but TeamBook and service support from OpenText will increase the level of service.”

Response time for addressing customer needs and issues is now “fantastic,” according to Polimeni, who says alerts for issues in the production environment draw OpenText support even before trading partners take notice. “We always have OpenText to help us. The level of service is completely different than our previous EDI partner and that brings huge benefits to this kind of solution.”

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